**Business Etiquette Film--Customs of the Culture**

The success of our overseas enterprise rests on our ability to conduct our business in a culturally appropriate ways. To rephrase a famous quote, “We’re not in Allison Park anymore!” Thus, it is imperative that you learn how to appropriately greet, speak with, and take leave of our customers in ways that are culturally meaningful to them.

For example, here in Hampton, if you kissed a friend of the opposite sex on the cheek as a greeting, you may get some strange looks or maybe a slap on the face. This practice, however, is completely normal in Latin America, and refusal to comply with that practice could be seen as rude.

Therefore, I want you to take some time to research the interpersonal customs of the culture where you will work. Also, it’s important that you practice this situation with one of your colleagues who will be working with you in that culture. Frau and Profe will be checking how much you’ve learned and reporting that to me!

*MH*

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1. Based on your research, how would you greet a new customer in your country?

You would shake his hand very firmly.

2. Is there any difference between how you greet a man and how you greet a woman?

Yes. For a man you would shake the hand very firmly, but for a woman you would shake it very softly

3. How would you greet someone that you have known for a long time? (This may or may not be different than #1.)

When close male friends meet, they hug each other and pat them on the back

When close female friends meet, they kiss on the cheek three times, alternating, starting from the left.

4. Are there any tips for how to successfully conduct a conversation in your culture?

Do not laugh loudly as it is considered rude.

Be punctual to a business meeting.

Don’t be “all business” because Russians don’t trust people who are “all business.”

5. Is there anything specifically that you must avoid to keep from offending your hosts?

Laughing loudly

Shaking across the doorstep

Don’t call a Russian by his first name

6. How would you take leave of (say goodbye to) your customer?

You wouldn’t do anything special, just say goodbye

**NOW**… Create a brief (no more than 2 minutes) movie that functions as a “How To/What Not To Do” training video (demonstrate by explanation and action) for working in the culture. **Worth: 24 points. It must include:**

* How to greet someone in your culture
* How to say hello in your language
* How to ask about someone’s health in your language
* Provide tips for successfully conducting a conversation in your culture
* Highlight anything that you should NOT do to keep from causing offense
* How to conclude your conversation in both language and gesture

**Rubric**

1. **Skit demonstrates how to appropriately greet and take leave of your customer in both language and gesture.**

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**Comments:**

1. **Skit demonstrates how to ask about someone’s health and tips for conducting a good conversation in the culture.**

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**Comments:**

1. **Skit highlights important ways to conduct oneself to keep from offending your hosts.**

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**Comments:**

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**Comments:**